

## Creation and Maintenance of an Official/Professional Presence on Facebook

This information regards the creation and maintenance of an official/professional presence on Facebook. There is indeed a way to create a professional page on Facebook without having a Facebook personal account. After fielding several questions regarding the most professional way to create a library/organization account, page, or group on Facebook, I have found what I consider the most practical way to do so (if you have already created a group/page from your personal account or a personal profile and do not have too many members/fans/friends, you may want to consider deleting the current entity and starting over—email me for details on how to do this).

The following are detailed instructions on how to create a professional account:

1. Be sure you are logged out of your personal account, if you have one.
2. Go to <http://www.facebook.com/pages/create.php>.
3. Select either Library/Public Building under Local Business, or, if you are a non-profit, select Non-profit und Brand, product or organization (see screen capture #1 below).
4. Once you name the page (please do not use acronyms) and click that you are the official representative, create the official page.
5. **The next page allows you to create a page without a Facebook account** (see screen capture #2 below). **If possible, provide an email that is not associated with any individual, such as [admin@library.org](mailto:admin@library.org), or create a hotmail account such as [happyvillelibrarian@hotmail.com](mailto:happyvillelibrarian@hotmail.com) and use that. This will become the username, so do not use a personal work account. Use one that will transfer to someone else should you leave your job or no longer administer the Facebook account.**
6. **You must enter your own date of birth only to verify that you are old enough legally to manage the account.**

Quoted from Facebook:

Facebook profiles are meant to represent a single individual. Organizations of any type are not permitted to maintain an account under the name of their organization. We have created [Facebook Pages](#) to allow organizations to have a presence on Facebook. These Pages are distinct presences, separate from user profiles, and optimized for an organization's needs to communicate, distribute information/content, engage their fans, and capture new audiences virally through their fan's recommendations to their friends. Facebook Pages are designed to be a media rich, valuable presence for any artist, business or brand.

If you create a profile for your business, your account may be disabled for violating our [Terms of Use](#). If you have questions about how to best leverage your Facebook Page, please check out our [Insider's Guide](#) or [FAQ](#).